

ORDER

KSNV

Orders
Order / Rev: 107922
Alt Order #: 06864170
Product Desc: JOE HECK 4 CONGRESS
Estimate: 2937
Flight Dates: 10/17/12 - 10/23/12
Original Date / Rev: 10/16/12 / 10/30/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Strategic Media Placement, Inc.
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heck, Joe for Congress *Revised*
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	33	\$31,775.00	\$27,008.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$31,775.00	\$27,008.75	0.00
Totals	33	\$31,775.00	\$27,008.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	99%	\$31,775.00
Market	100%	\$32,095.96

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	0%	\$0.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	0%	\$0.00
KTUD	0%	\$0.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$320.96

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/17/12	10/17/12	M-F 6-7a WakeUp w/WagM	CM	6-7a	--W----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
				M-F 6-7a WakeUp w/Wagners											

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/15/12	10/21/12	--W----	1	\$700.00	0.00

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	10/18/12	10/18/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	---T---	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$700.00		0.00			
E 3	KSNV	10/19/12	10/19/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	----F--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$700.00		0.00			
E 4	KSNV	10/22/12	10/22/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$700.00		0.00			
E 5	KSNV	10/23/12	10/23/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	-T-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$700.00		0.00			
E 7	KSNV	10/18/12	10/18/12	Today Show Today Show	CM	658a-9am	---T---	:30	1	\$600.00	2	0.00	NM	1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$600.00		0.00			
E 8	KSNV	10/19/12	10/19/12	Today Show Today Show	CM	658a-9am	----F--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$600.00		0.00			
E 9	KSNV	10/22/12	10/22/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$600.00		0.00			
E 10	KSNV	10/23/12	10/23/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$600.00		0.00			
E 11	KSNV	10/17/12	10/17/12	M-F Early News M-F Early News	CM	5-630p (5:00 PM-5:30 PM)	--W----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$1,200.00		0.00			
E 12	KSNV	10/18/12	10/18/12	M-F Early News M-F Early News	CM	5-630p (5:00 PM-5:30 PM)	---T---	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,200.00		0.00			
E 13	KSNV	10/19/12	10/19/12	M-F Early News M-F Early News	CM	5-630p (5:00 PM-5:30 PM)	----F--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$1,200.00		0.00			
E 14	KSNV	10/22/12	10/22/12	M-F Early News M-F Early News	CM	5-630p (5:00 PM-5:30 PM)	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,200.00		0.00			
E 15	KSNV	10/23/12	10/23/12		CM	5-630p	-T-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00

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M-F Early News M-F Early News (5:00 PM-5:30 PM) NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,200.00		0.00			
E 16	KSNV	10/17/12	10/17/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--W----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
JEOPARDY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 --W---- 1 \$1,300.00 0.00															
E 17	KSNV	10/22/12	10/22/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p / SUN	M-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
JEOPARDY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M----- 1 \$1,300.00 0.00															
E 18	KSNV	10/18/12	10/18/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	---T---	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
WHEEL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---T--- 1 \$1,300.00 0.00															
E 19	KSNV	10/23/12	10/23/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	-T-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
WHEEL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -T----- 1 \$1,300.00 0.00															
E 20	KSNV	10/17/12	10/17/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	--W----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FACE TO FACE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 --W---- 1 \$900.00 0.00															
E 21	KSNV	10/18/12	10/18/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	---T---	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FACE TO FACE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---T--- 1 \$900.00 0.00															
E 22	KSNV	10/19/12	10/19/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	----F--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FACE TO FACE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----F-- 1 \$900.00 0.00															
E 23	KSNV	10/22/12	10/22/12	RALSTON in PRIME RALSTON in PRIME	CM	8-11pm	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FACE TO FACE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M----- 1 \$900.00 0.00															
E 24	KSNV	10/23/12	10/23/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	-T-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FACE TO FACE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -T----- 1 \$900.00 0.00															
E 25	KSNV	10/17/12	10/17/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--W----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
LATE NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 --W---- 1 \$1,200.00 0.00															
E 26	KSNV	10/18/12	10/18/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
LATE NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---T--- 1 \$1,200.00 0.00															
E 27	KSNV	10/19/12	10/19/12		CM	11pm-1135pm	----F--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00

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				M-F News 3 at Eleven											
				M-F News 3 at Eleven											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			1		\$1,200.00		0.00				
E 28	KSNV	10/22/12	10/22/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F News 3 at Eleven											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$1,200.00		0.00				
E 29	KSNV	10/23/12	10/23/12	M-F News 3 at Eleven	CM	11pm-1135pm	-T-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F News 3 at Eleven											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----			1		\$1,200.00		0.00				
E 30	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$1,100.00		0.00				
E 31	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$1,100.00		0.00				
E 32	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$150.00	3	0.00	NM	0	\$0.00
				News 3 Sunrise SATURDAY											
SAT NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$150.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/15/12-10/21/12		News 3 Sunrise - SATURDAY	6a-7a		-----Sa--	:30	(\$150.00)	0.00	NM				
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 33	KSNV	10/20/12	10/20/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
				Saturday Today											
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$625.00		0.00				
E 34	KSNV	10/21/12	10/21/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
				Sunday Today											
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$750.00		0.00				
N 35	KSNV	10/21/12	10/21/12	Chris Matthews Show	CM	5a-8p	-----S	:30	1	\$600.00	1	0.00	NM	1	\$600.00
				Chris Matthews Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$600.00		0.00				
Totals														33	\$31,775.00